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Message Text

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PAGE 01 LONDON 08842 011520Z

51
ACTION COME-00

INFO OCT-01 EUR-06 ADP-00 EB-05 RSR-01 RSC-01 /014 W
---------- 109967
R 011451Z AUG 73
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 3041

UNCLAS LONDON 08842

FOR COMMERCE/OIM

E.O. 11652: N/A
TAGS: BEXP
SUBJECT: OIM MARKET RESEARCH - FY 1974

REF: STATE 131669

1. 4 COMPANIES BID ON SUBJECT RESEARCH CONTRACT FOR 3 REQUIRED AND 3 OPTIONAL STUDIES. THESE COMPANIES, AND THEIR BIDS (1 POUND EQUALS $2.58), ARE:
A) P.A. MANAGEMENT CONSULTANTS LTD.
1800 POUNDS ($4644) PER STUDY
B) TECHNICAL MARKET RESEARCH (TMR) LTD.
1375 POUNDS ($3548)
C) KENNETH MITCHELL ASSOCIATES
1900 POUNDS ($4902)
D) INTERPLAN
RANGE OF 1800 POUNDS ($4644) FOR EACH OF 3 REQUIRED STUDIES PLUS A SLIDING SCALE FROM 1750 POUNDS, 1700 POUNDS AND 1650 POUNDS FOR 4TH, 5TH AND 6TH STUDIES.

2. P.A. MANAGEMENT IS LARGEST MARKET RESEARCH FIRM IN UK. LITERATURE CONCERNING THIS FIRM SENT OIM (GENDREAU) ON JULY 26. TMR, WHICH WAS PREVIOUS MULTIPLE RESEARCH CONTRACTOR, IS STILL ACTIVE BUT DUE TO ITS SIZE (2 MAN OFFICE) IT IS DOUBTFUL IF THIS FIRM COULD DO EFFECTIVELY WIDE RANGE OF RESEARCH THAT MIGHT COME UP IN FY 74 CONTRACT. MITCHELL ASSOCIATES HAS
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JUST COMPLETED AN UP-DATE OF PUMPS, VALVES & COMPRESSORS

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(ADVANCE COPY SENT 7/30) WHICH SEEMS TO BE A HIGH QUALITY STUDY. INTERPLAN HAS DONE PREVIOUS OIM RESEARCH FOR EIPT EQUIPMENT AND IS NOW DOING A MULTINATIONAL STUDY ON PRINTING AND GRAPHIC ARTS EQUIPMENT.

3. BASED ON EXPERIENCE OF THE COMPETING FIRMS, THEIR RESPECTIVE CAPABILITIES TO HANDLE MOST TYPES OF RESEARCH, PLUS THEIR BIDS, WE RECOMMEND THAT AWARD BE MADE TO INTERPLAN OR TO P.A. MANAGEMENT CONSULTANTS, IN THAT ORDER. BID PROPOSALS AIRMAILED OIM ON 7/31.

SOHM

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Decaption Note:
Disposition Action: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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